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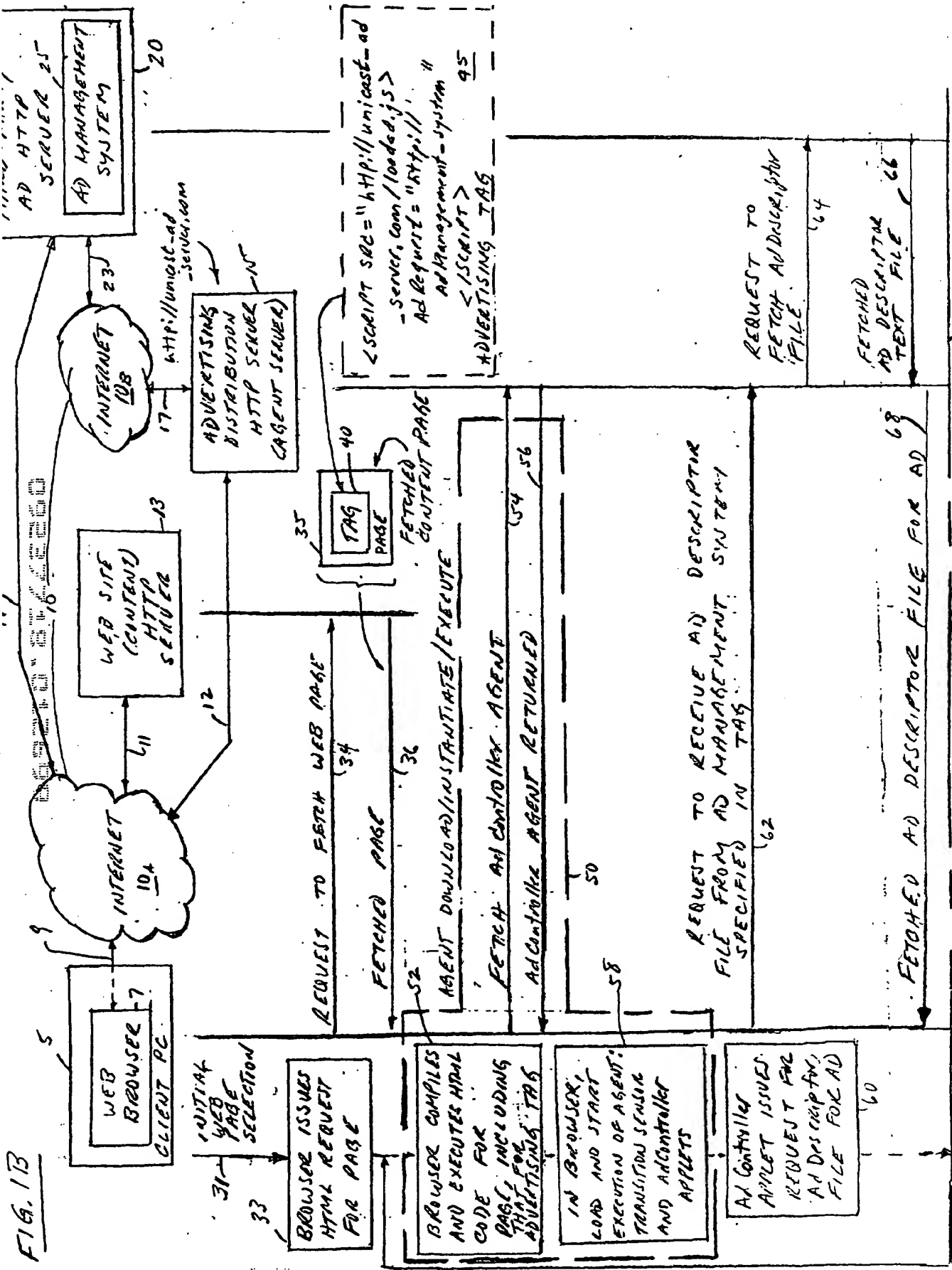
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FIG. 1B



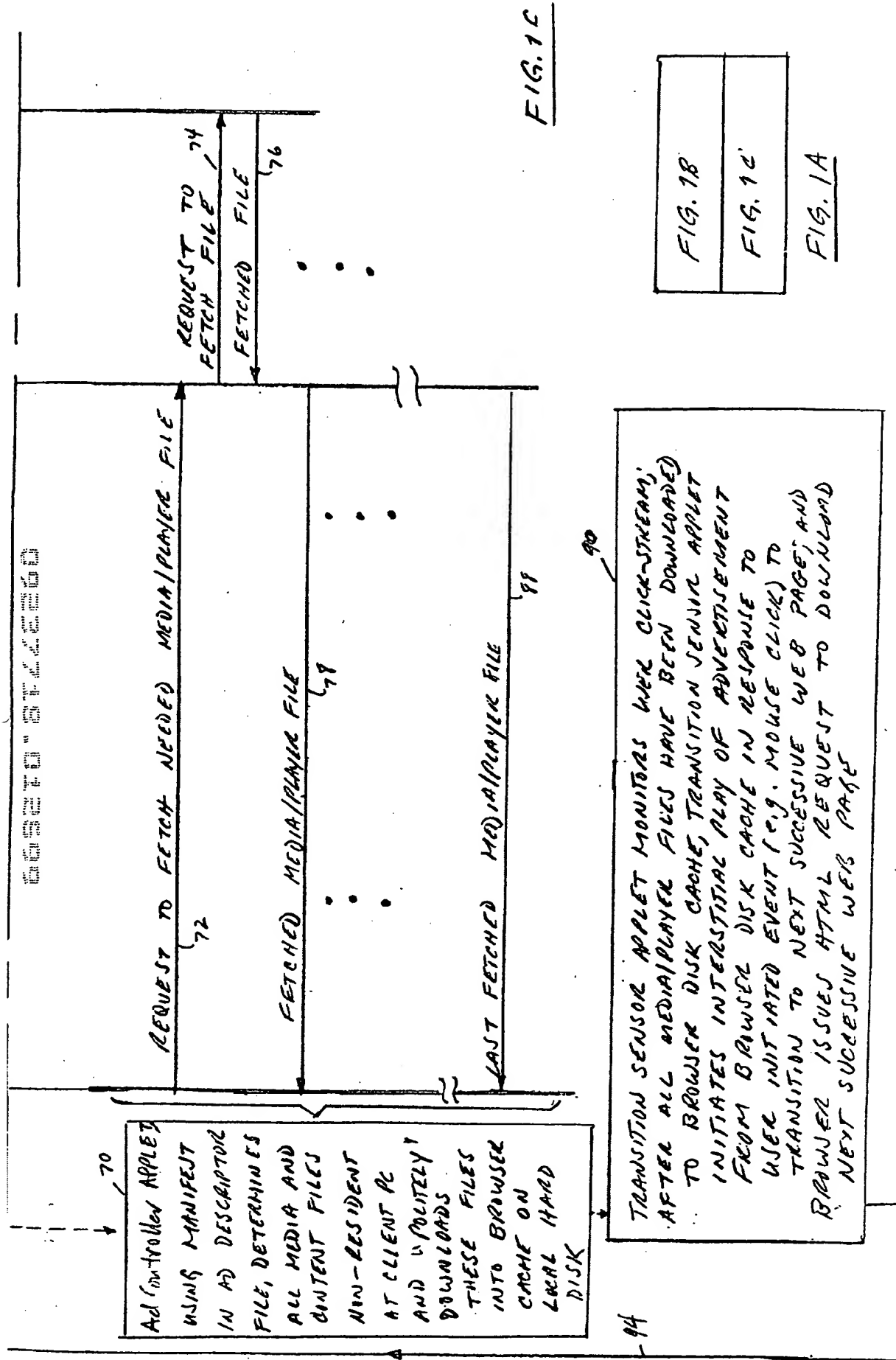


FIG. 1C

FIG. 1B

FIG. 12

FIG. 1A

TRANSITION SENSOR APPLET MONITORS WHEN CLICK-STREAM, AFTER ALL MEDIA/PLAYER FILES HAVE BEEN DOWNLOADED TO BROWSER DISK CACHE, TRANSITION SENSOR APPLET INITIATES INTERSTITIAL PLAY OF ADVERTISEMENT FROM BROWSER DISK CACHE IN RESPONSE TO USER INITIATED EVENT (E.G. MOUSE CLICK) TO TRANSITION TO NEXT SUCCESSIVE WEB PAGE; AND BROWSER ISSUES HTML REQUEST TO DOWNLOAD NEXT SUCCESSIVE WEB PAGE

FIG. 1E

665610" B7C2E2B0

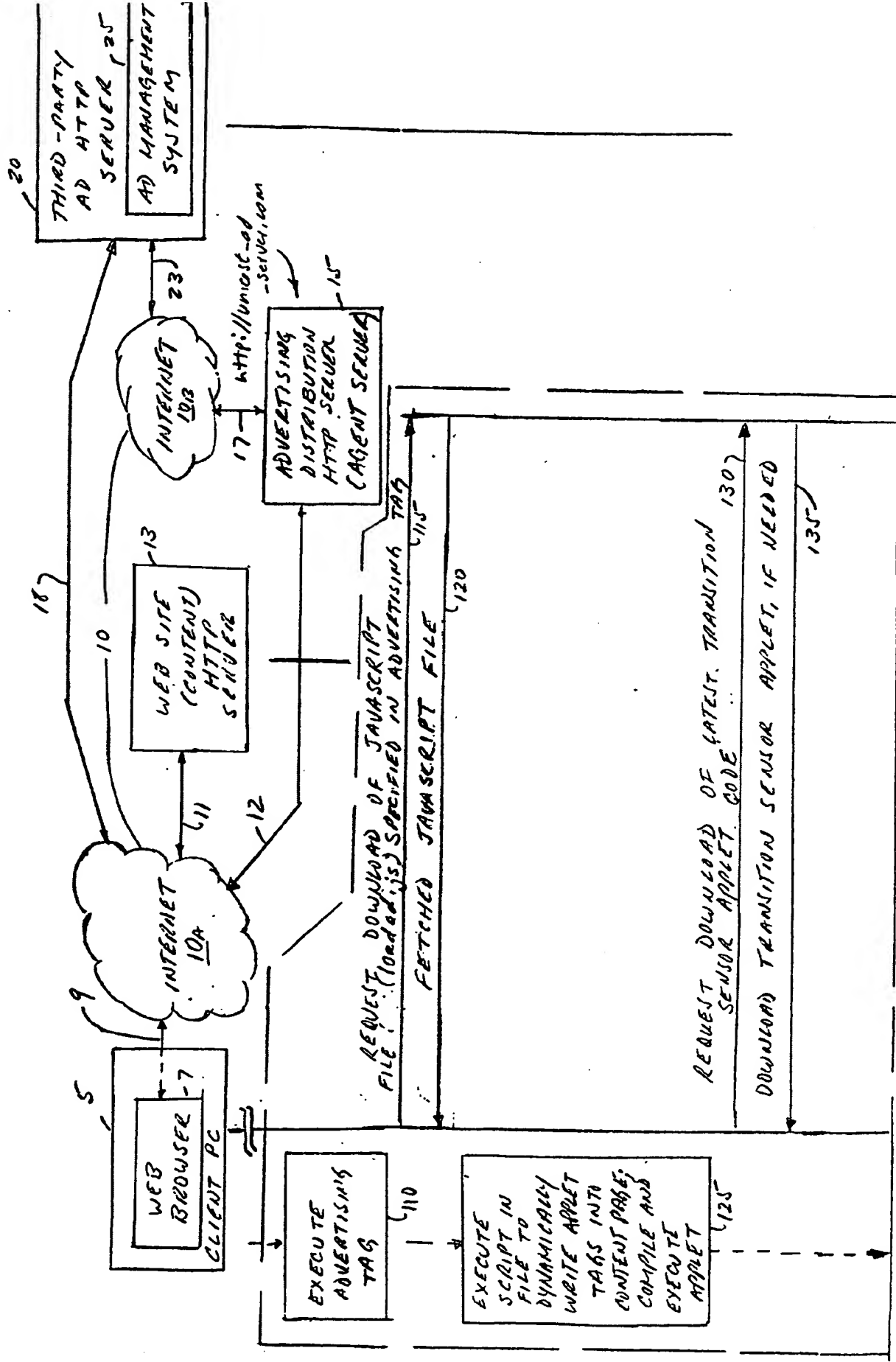
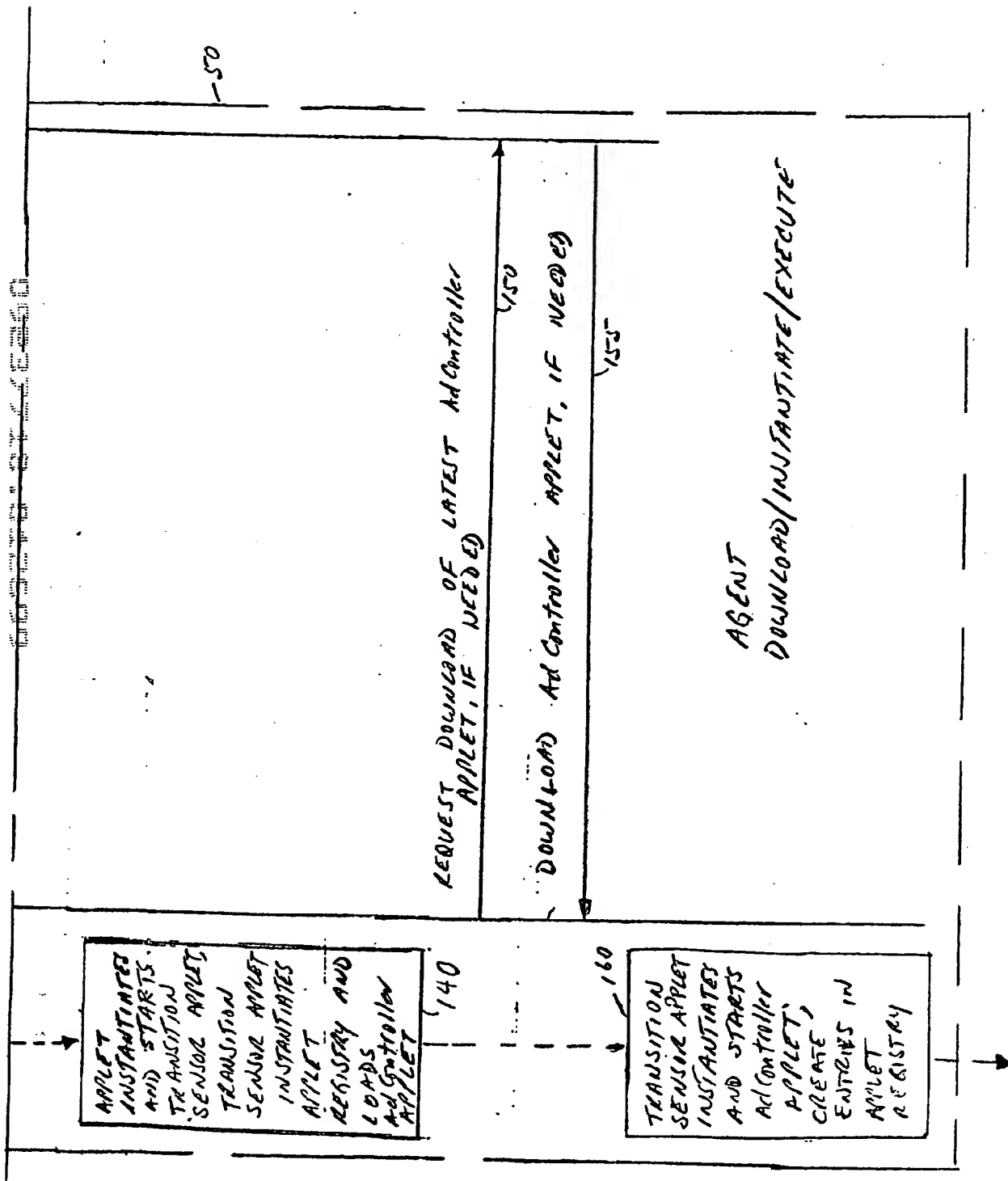


FIG. 1F

FIG. 1D

FIG. 1E

FIG. 1F



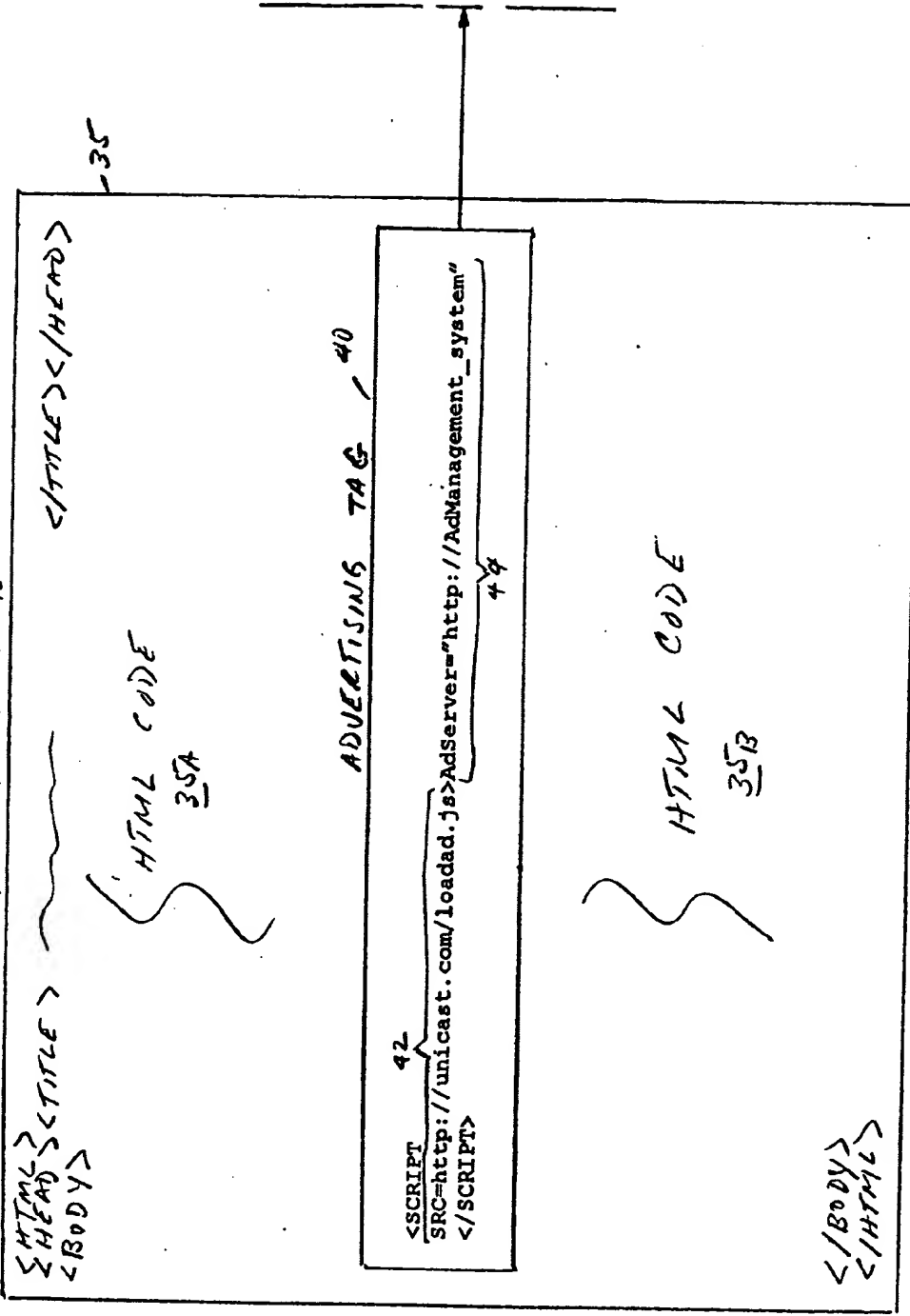


FIG. 2

FIG. 2A	FIG. 2B
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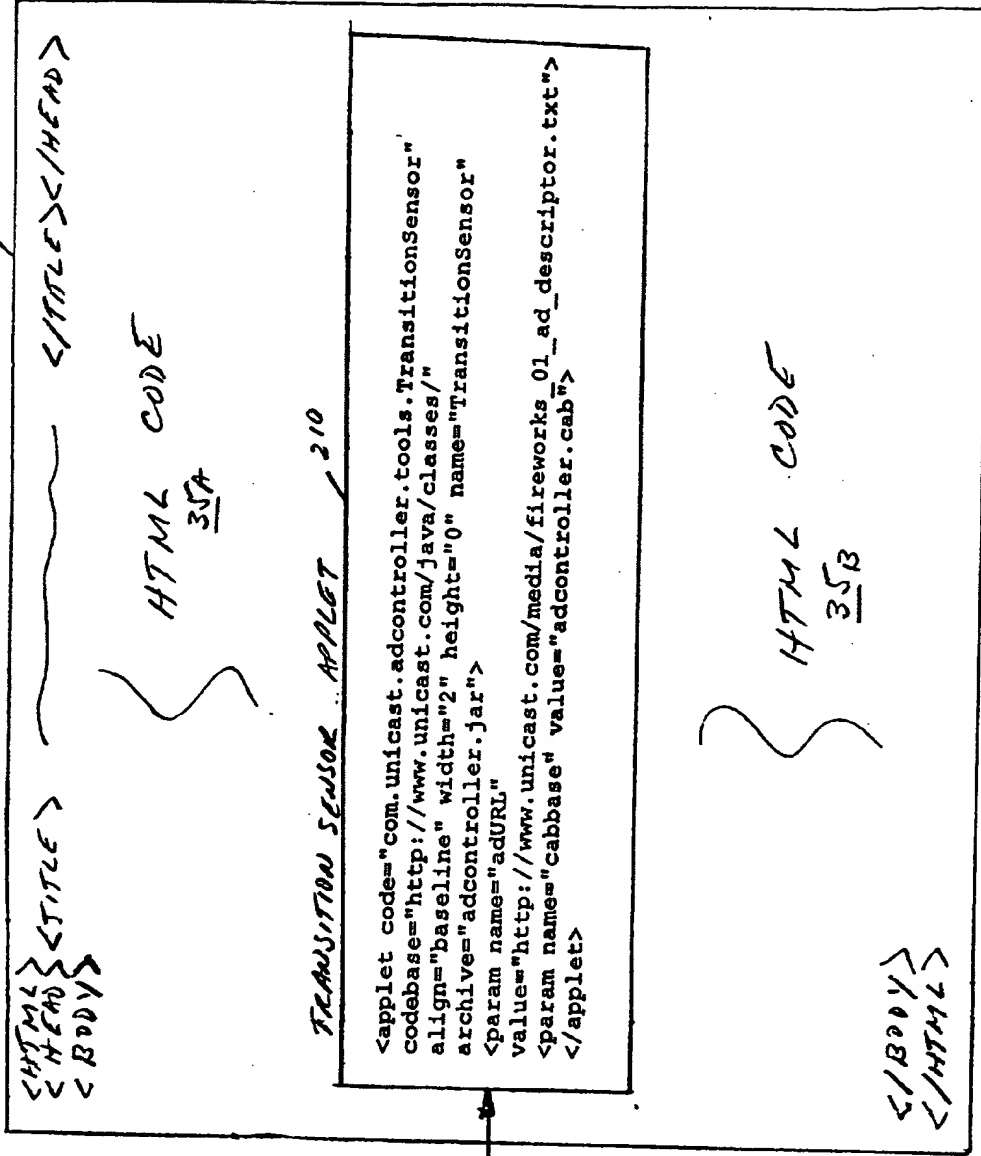


FIG. 28

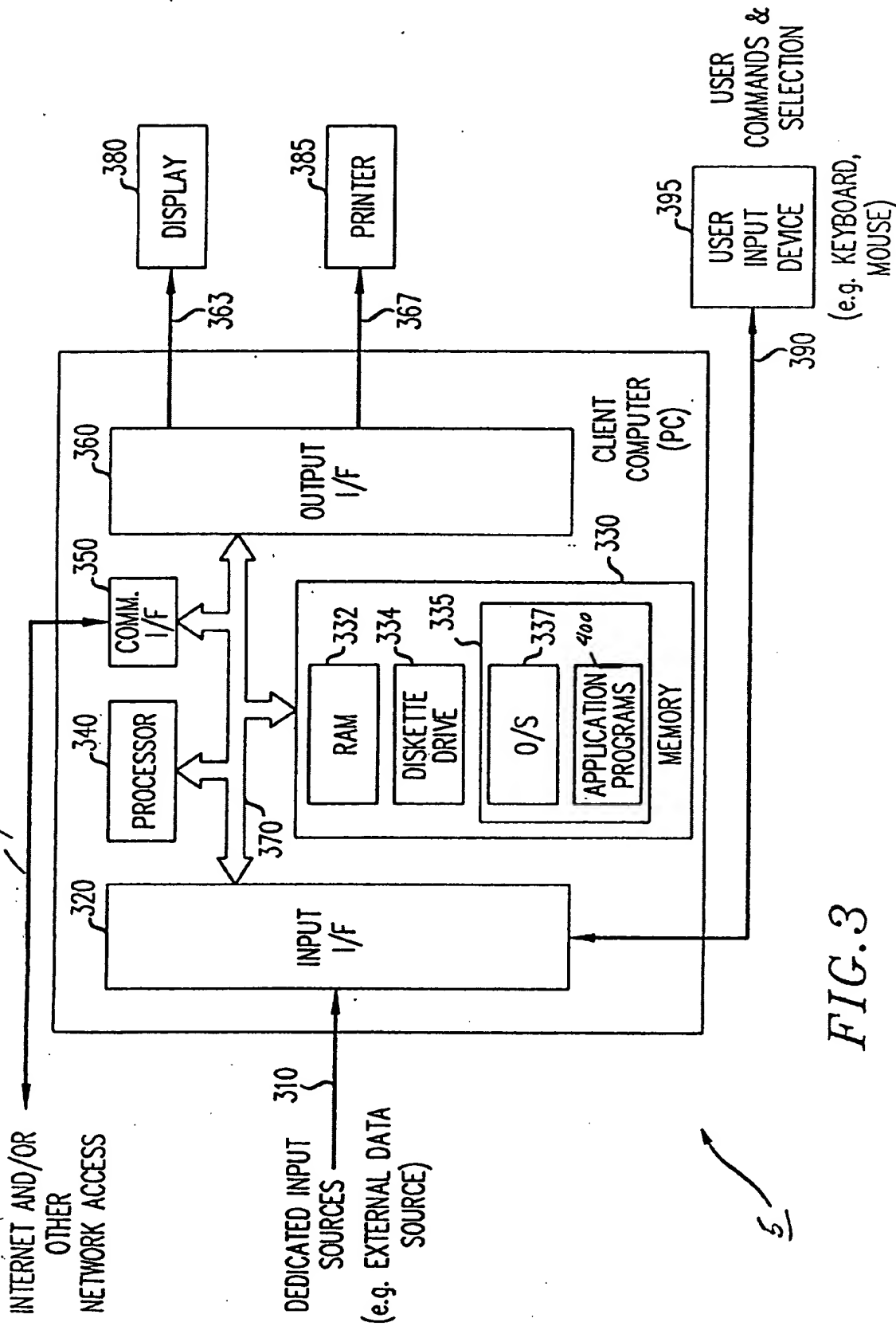


FIG. 3

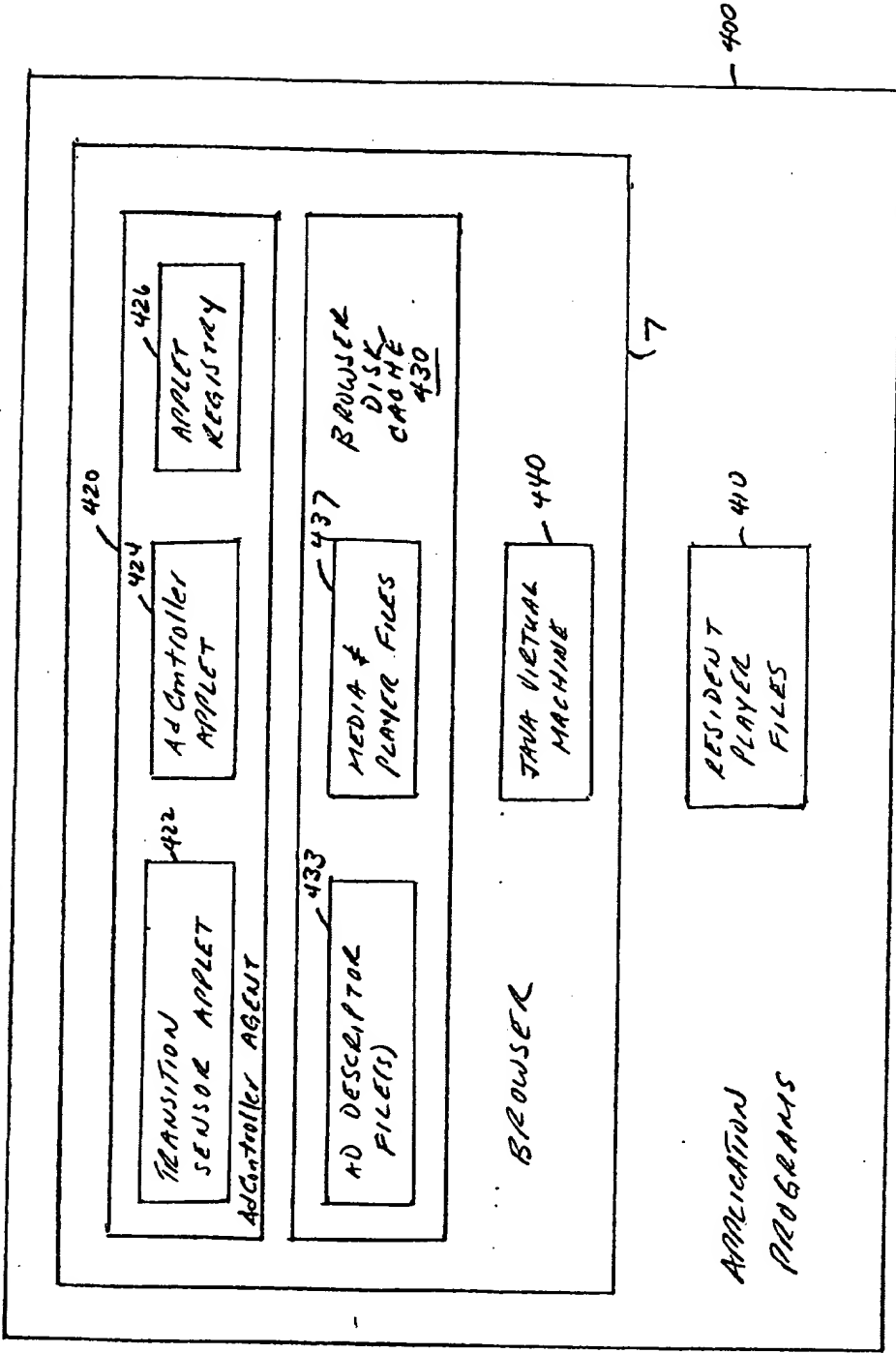


FIG. 4

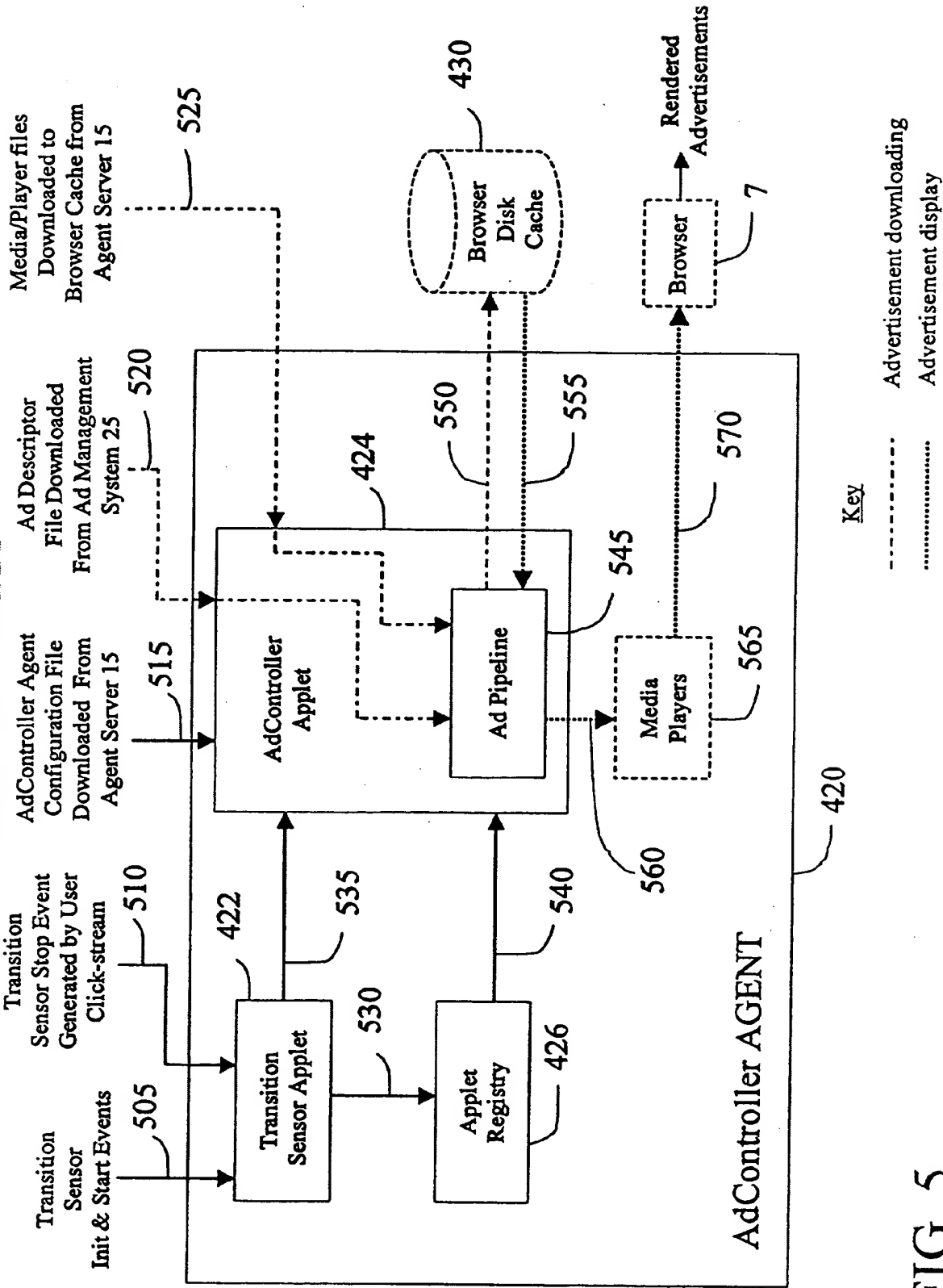


FIG. 5

FIG. 6A
AdController
AGENT
Processing

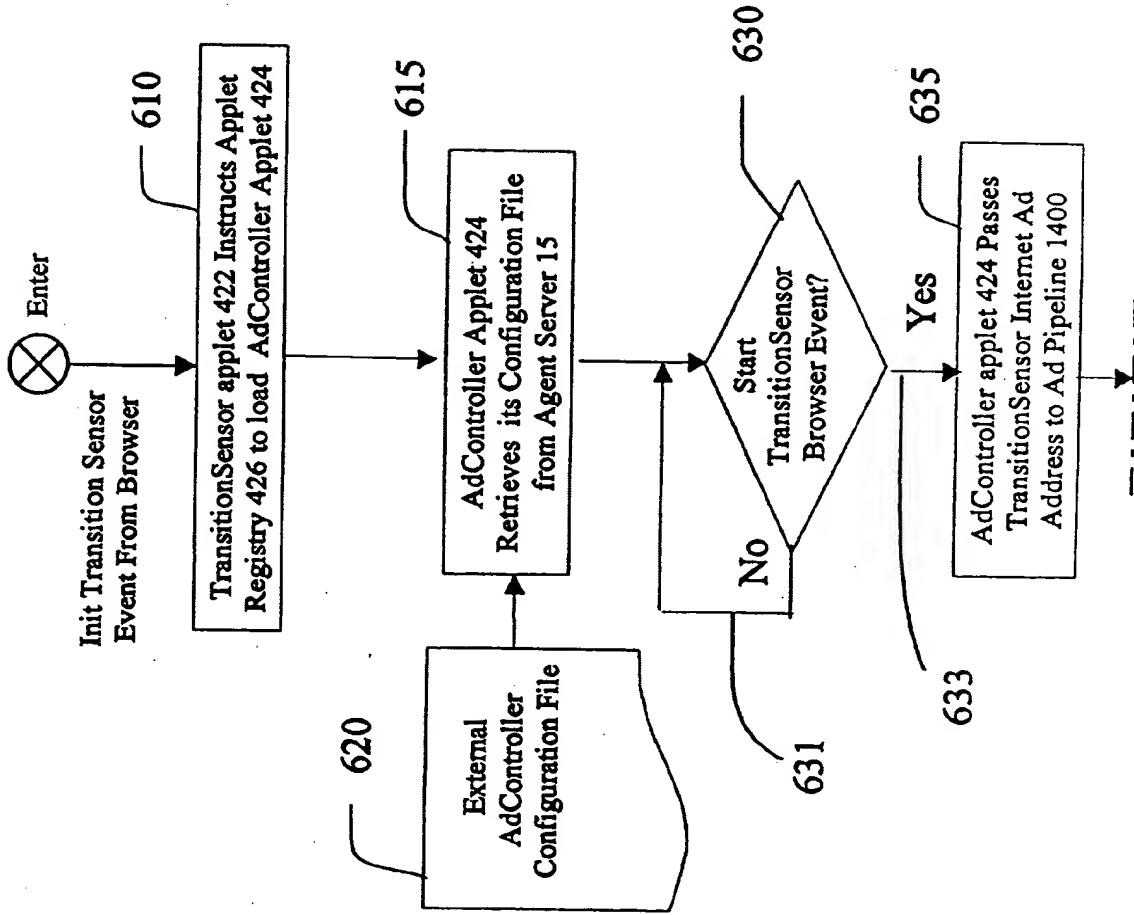


FIG. 6B

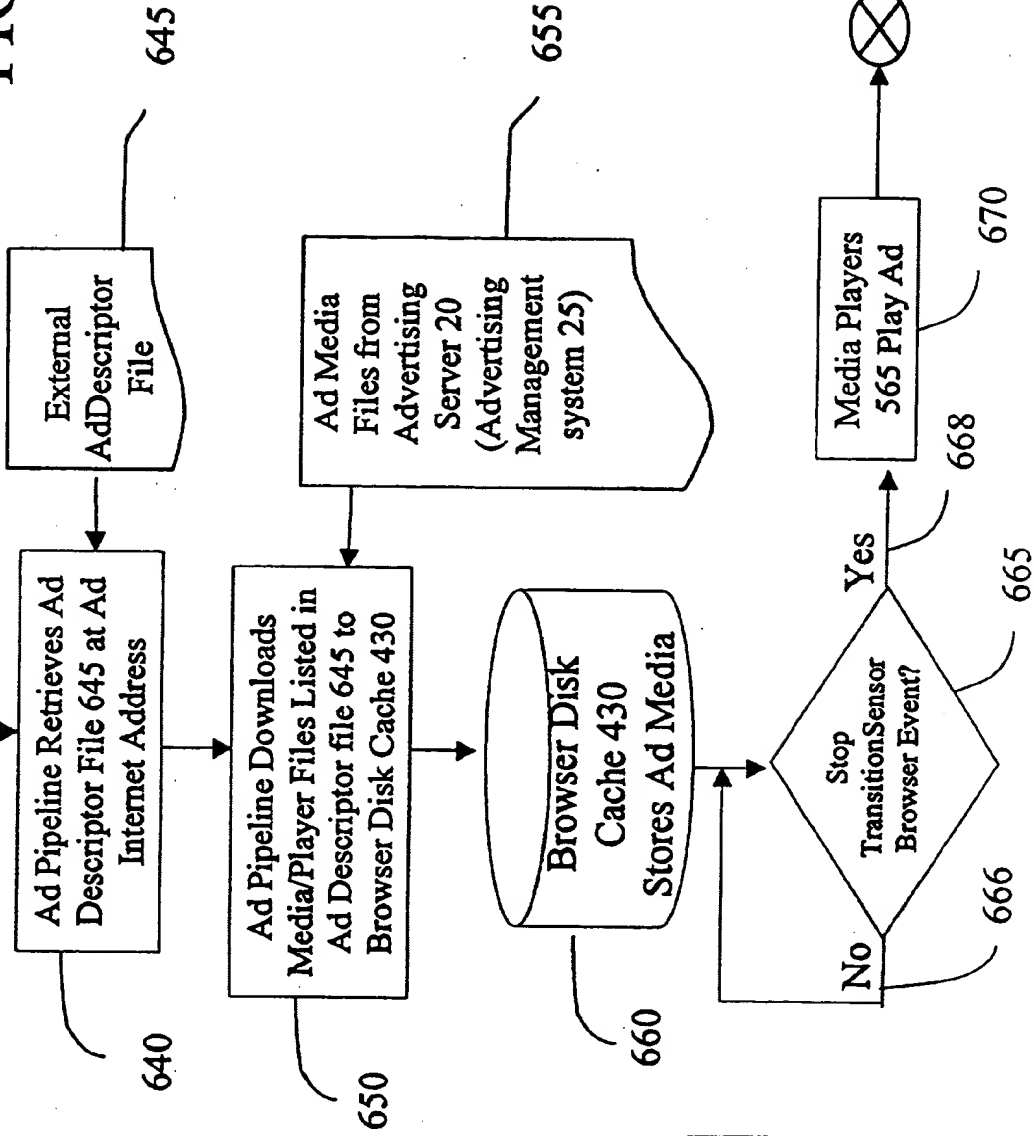
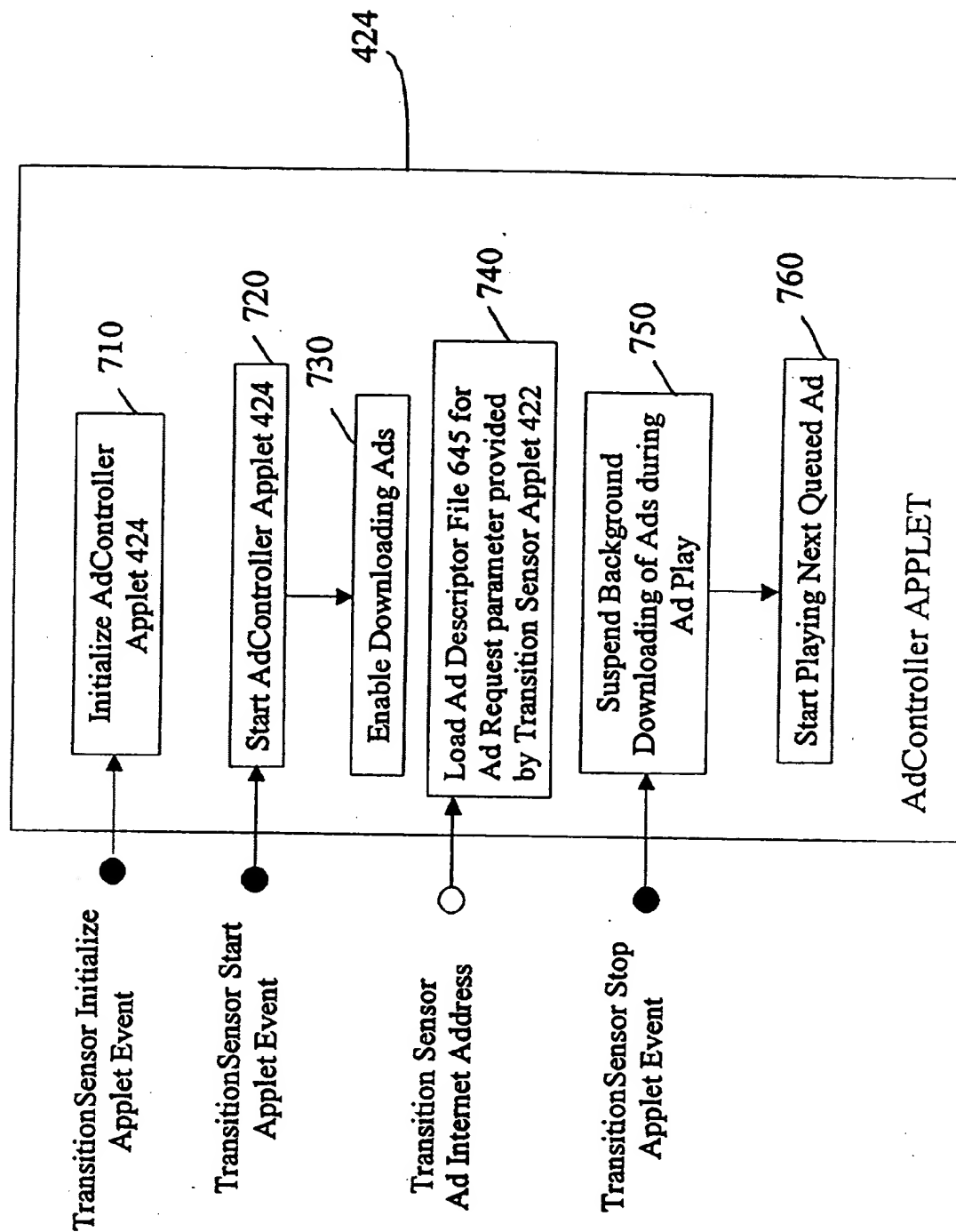


FIG. 6A

FIG. 6B

FIG. 6

FIG. 7



AdController APPLET Processing

800

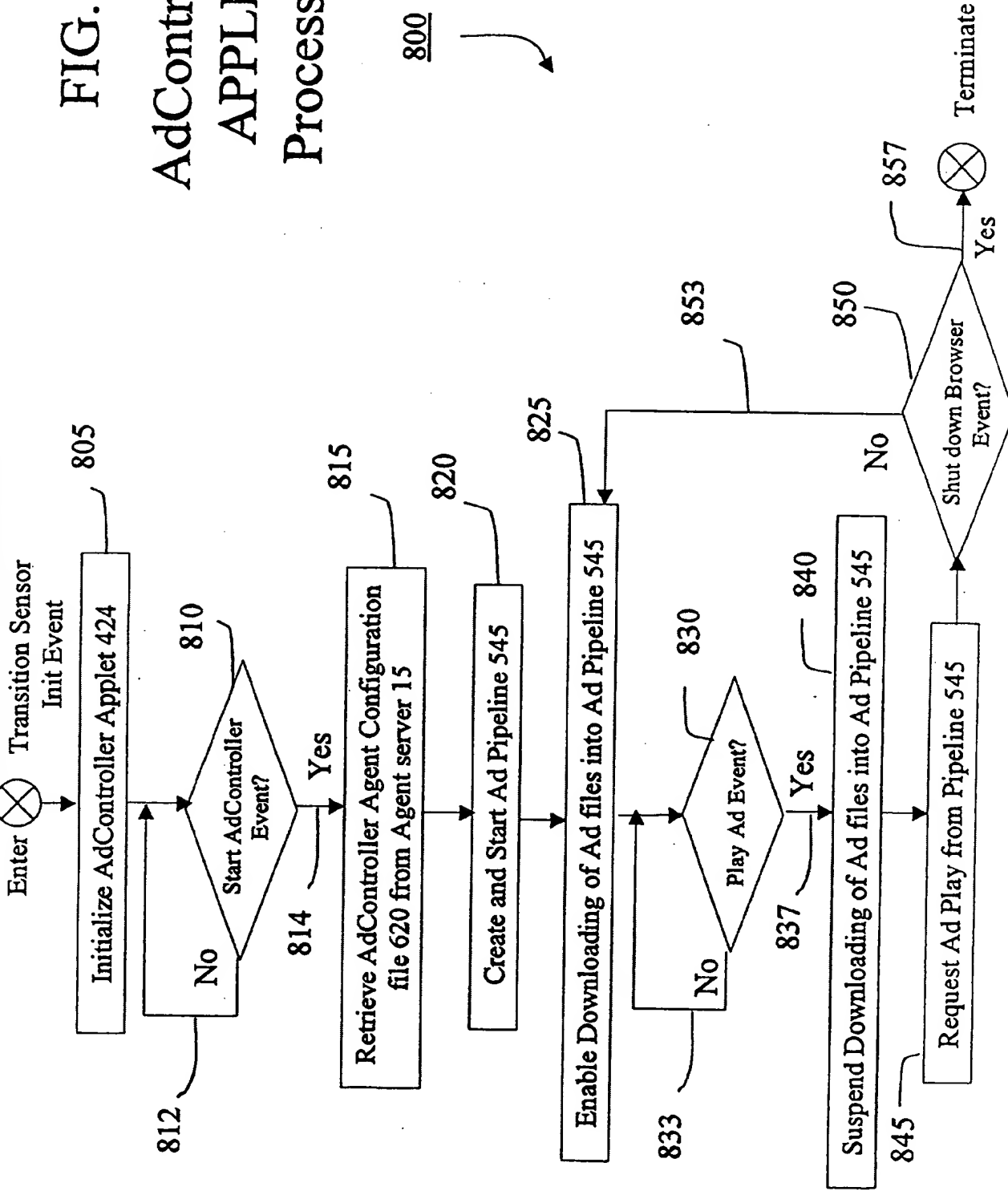
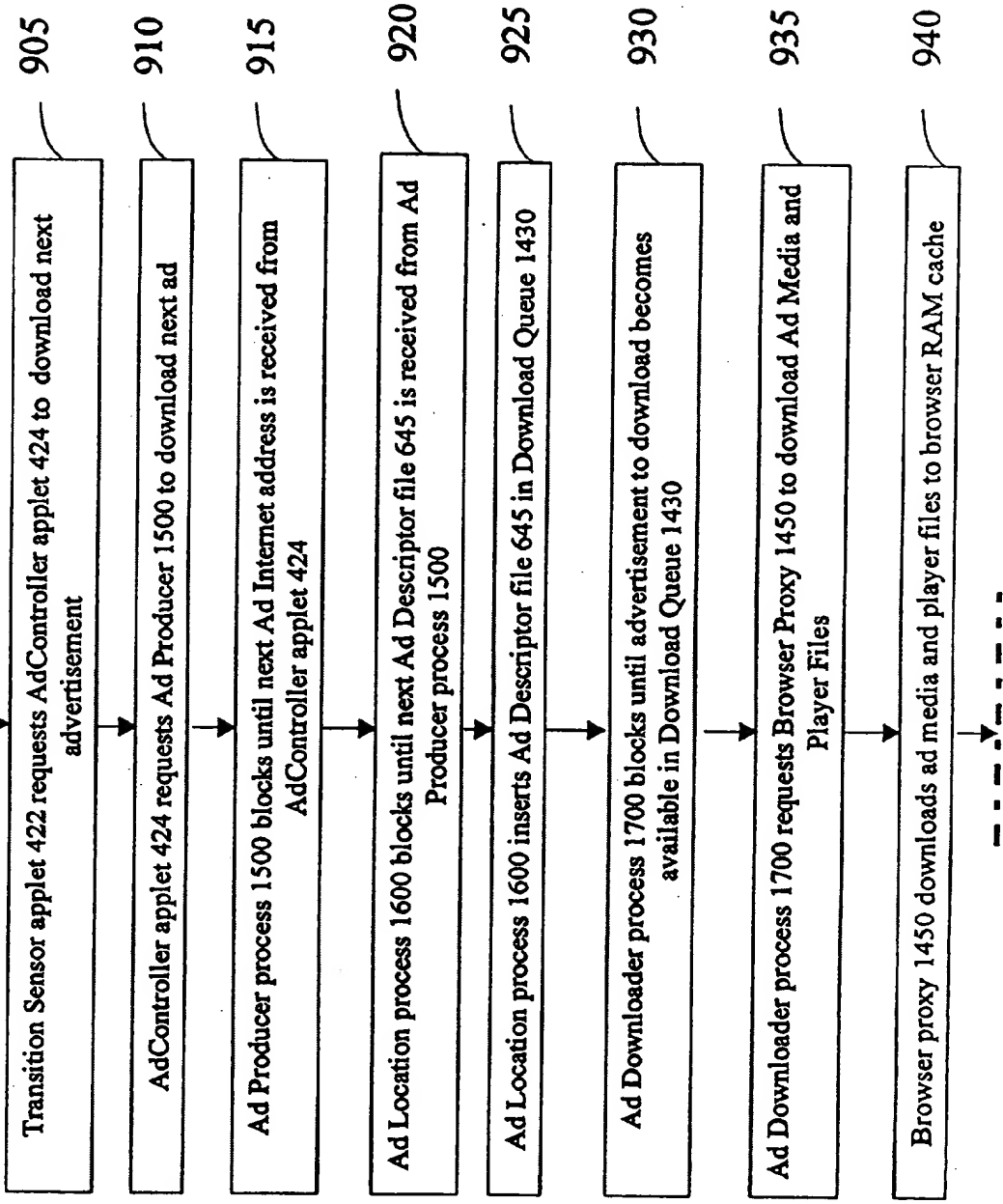


FIG. 9A



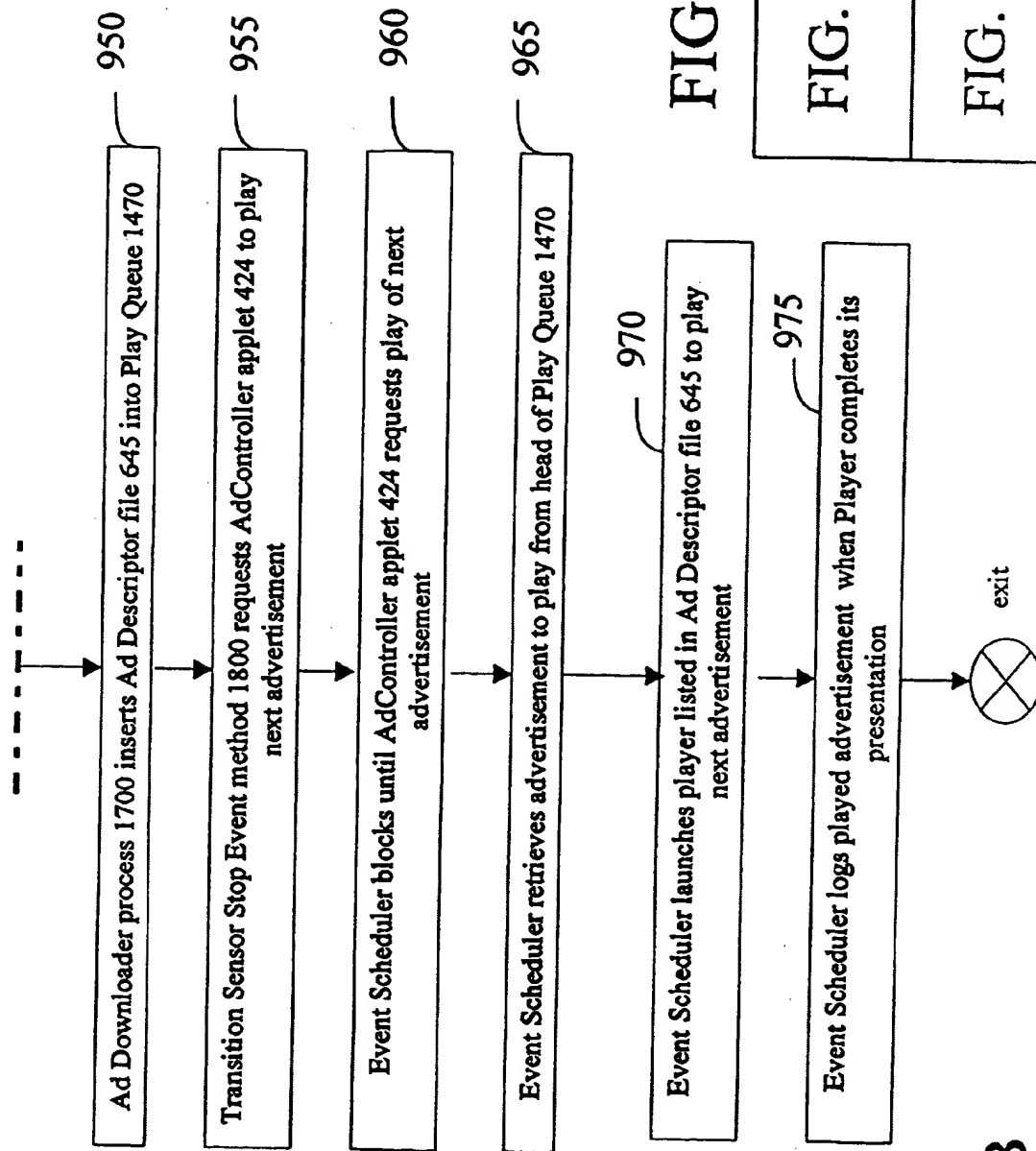


FIG. 9B

FIG. 9

FIG. 9A

FIG. 9B

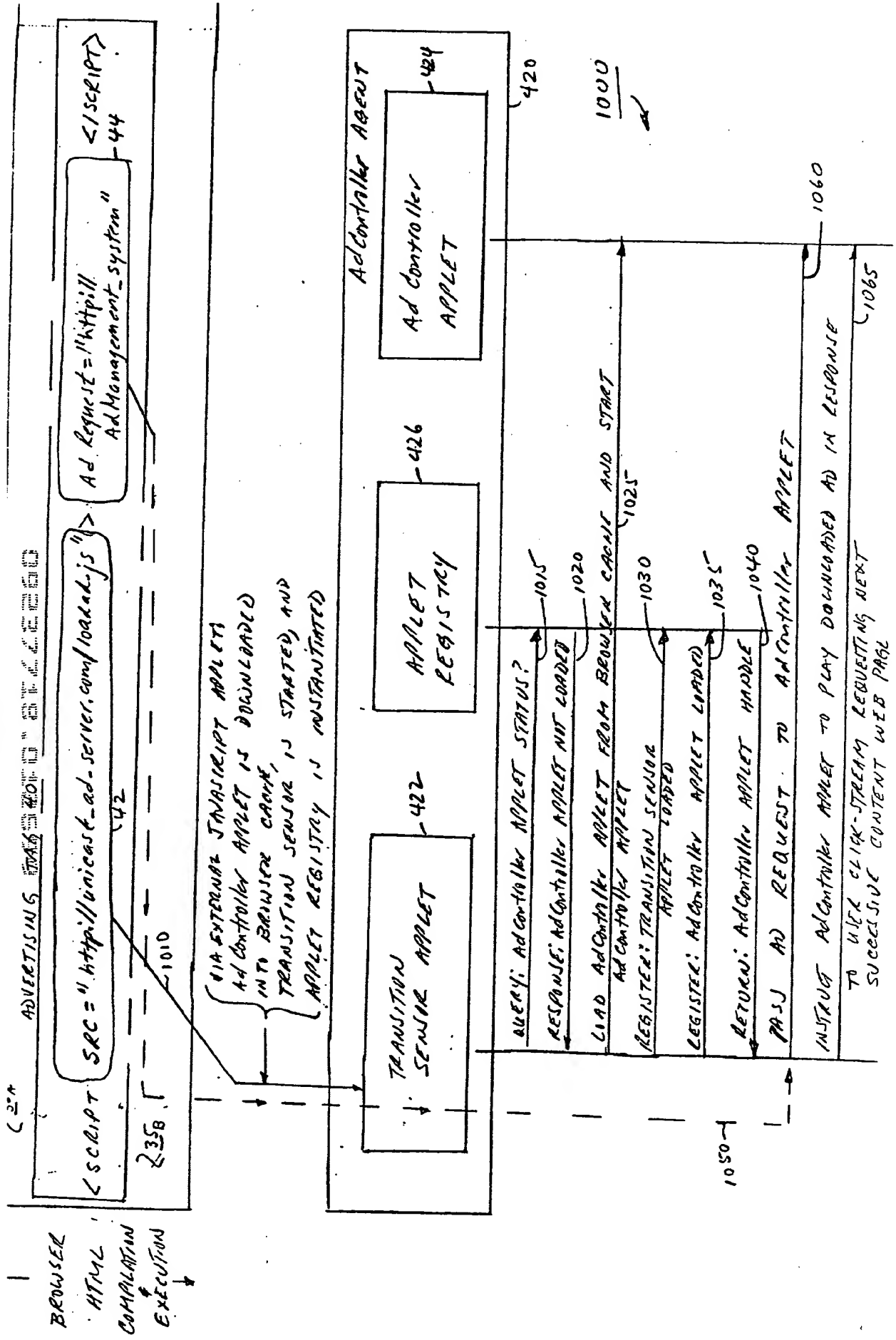


FIG. 10

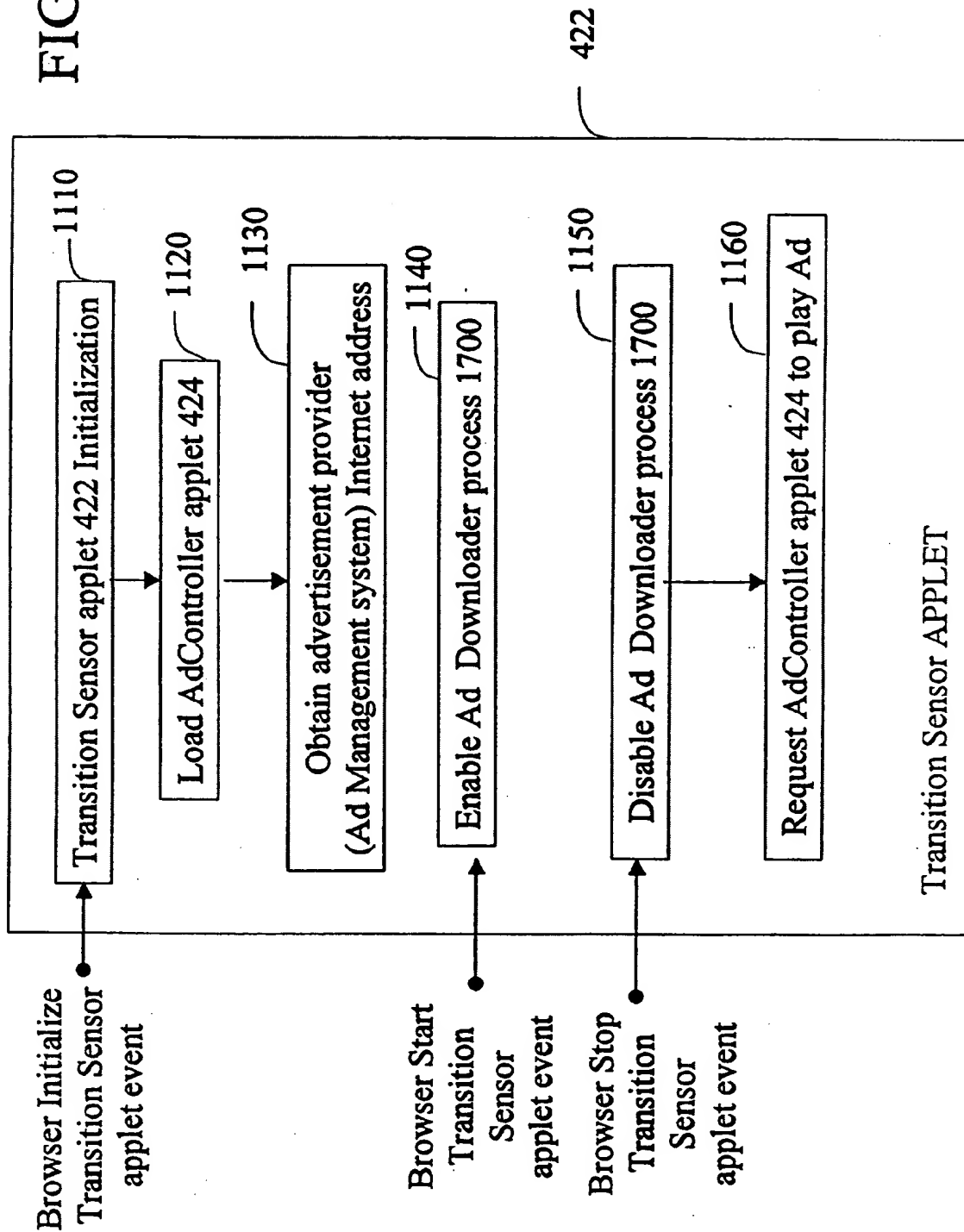
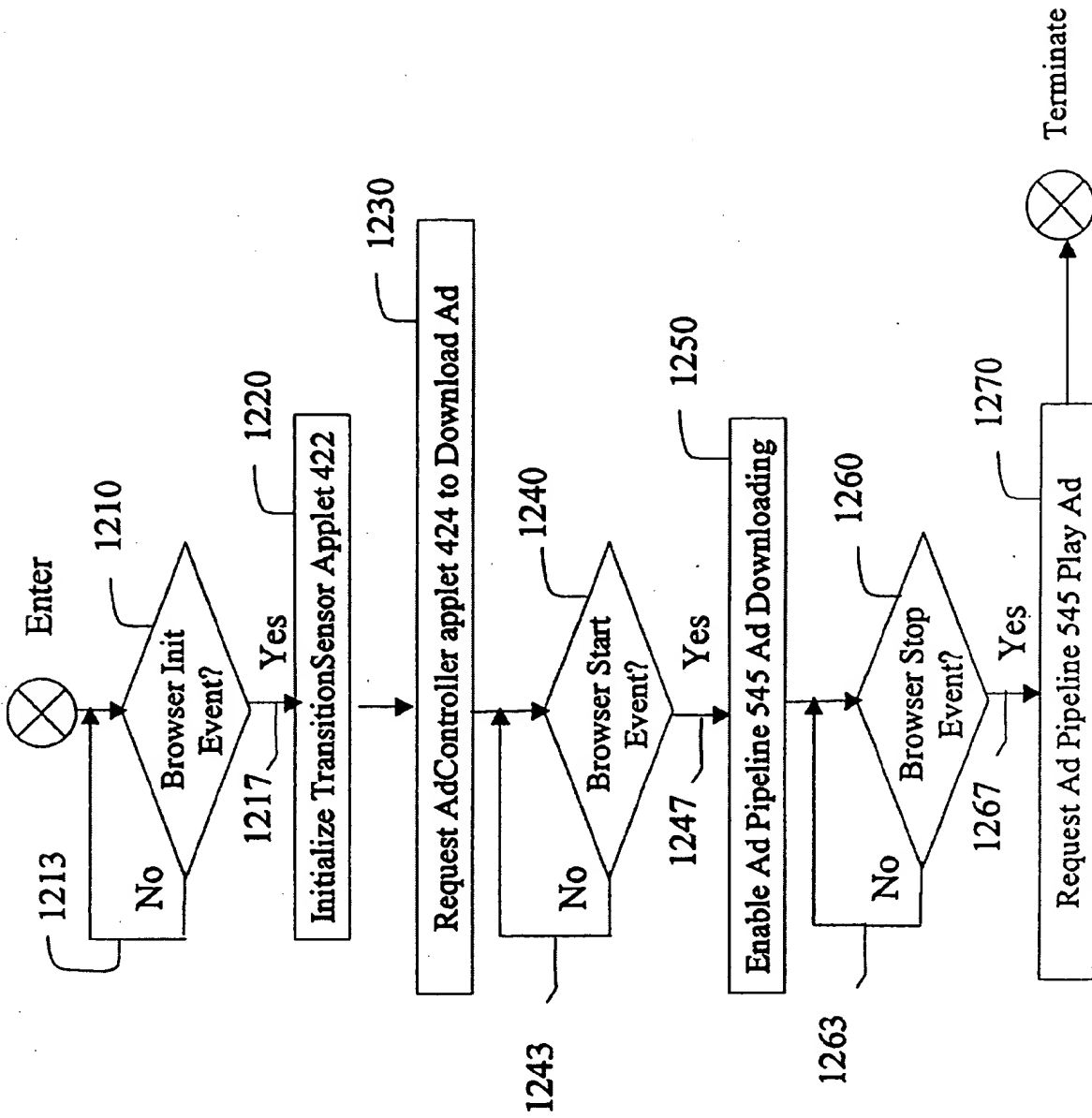


FIG. 12
Transition
Sensor
APPLET
Processing



1310

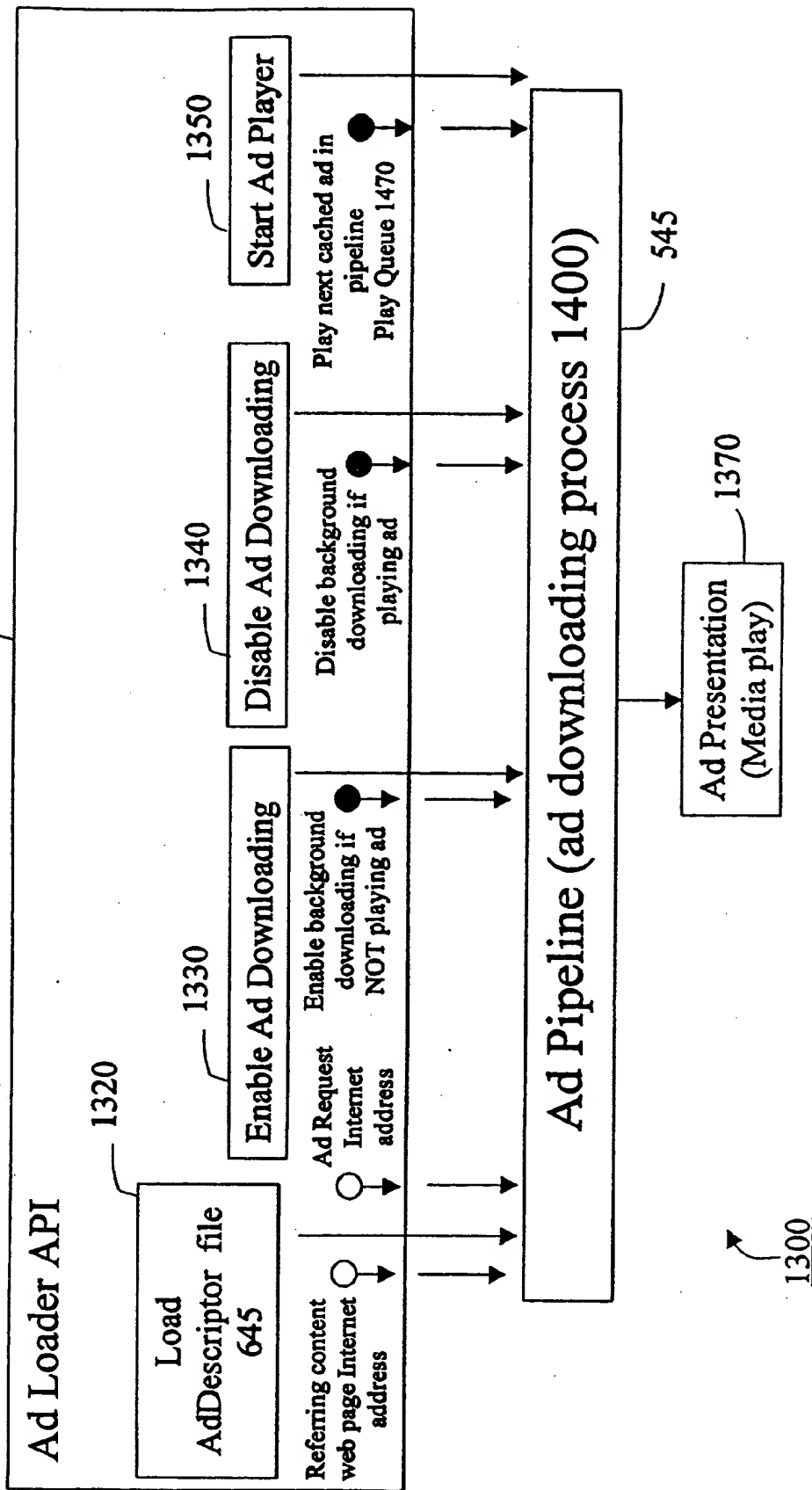
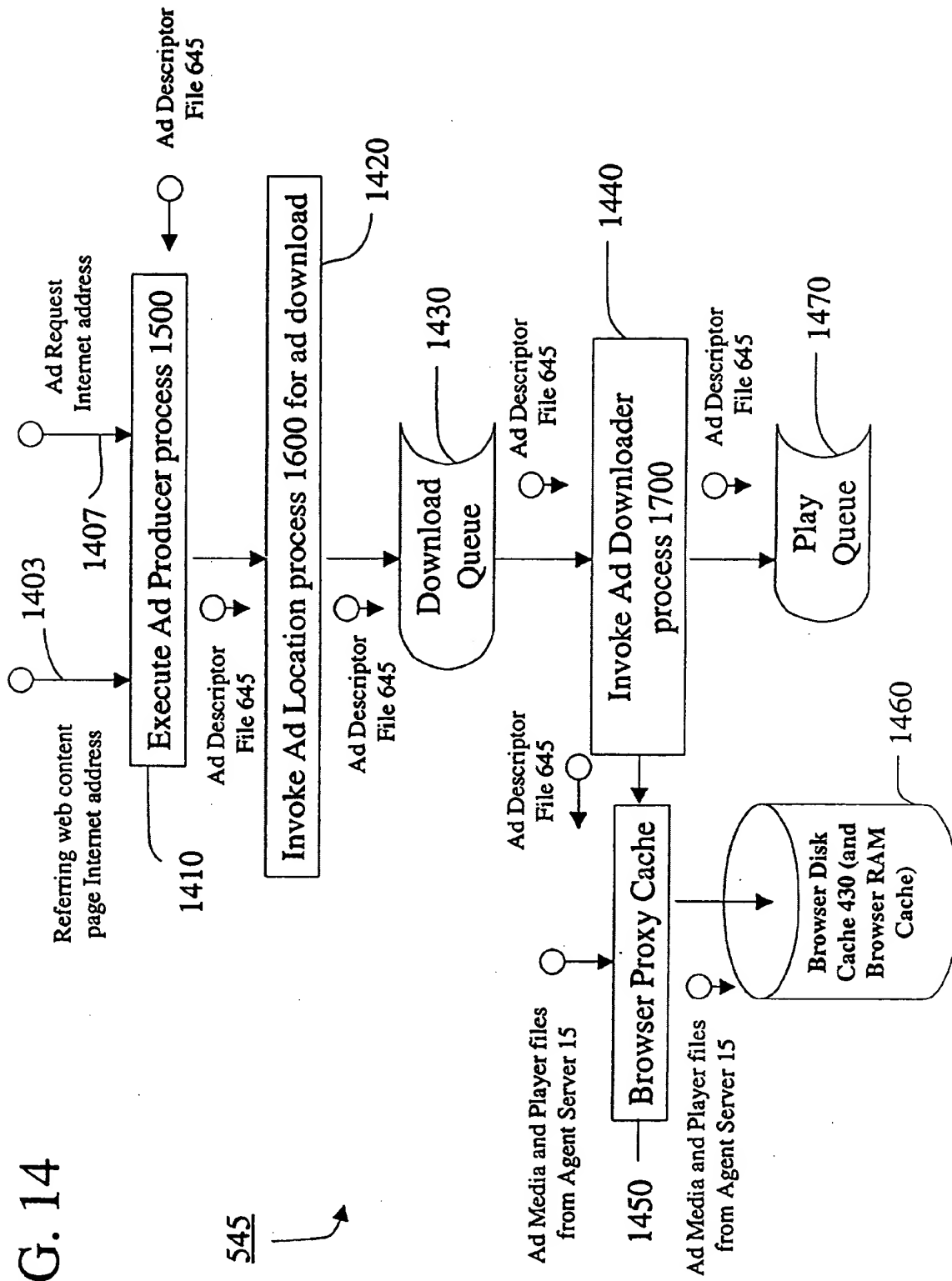


FIG. 13

FIG. 14



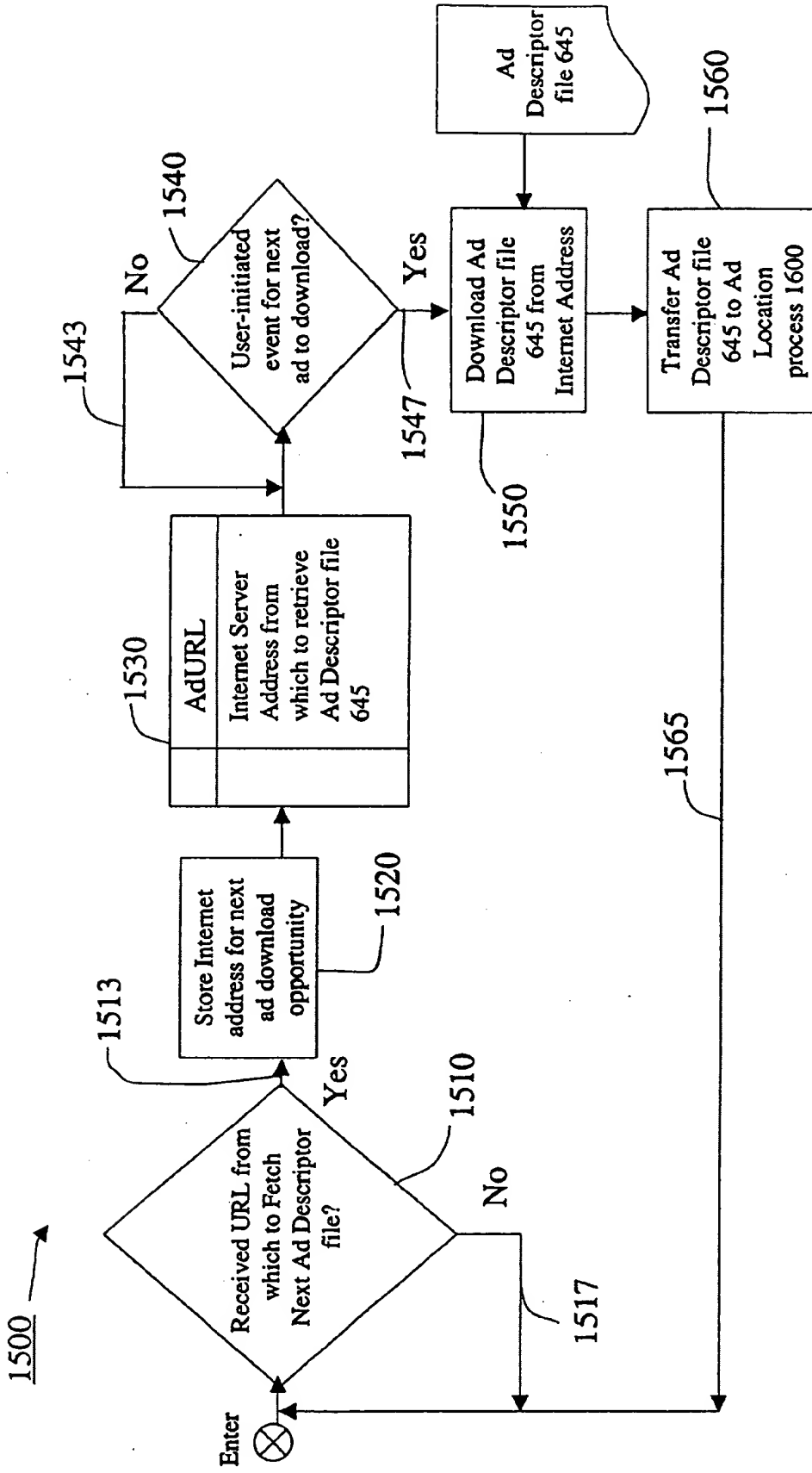
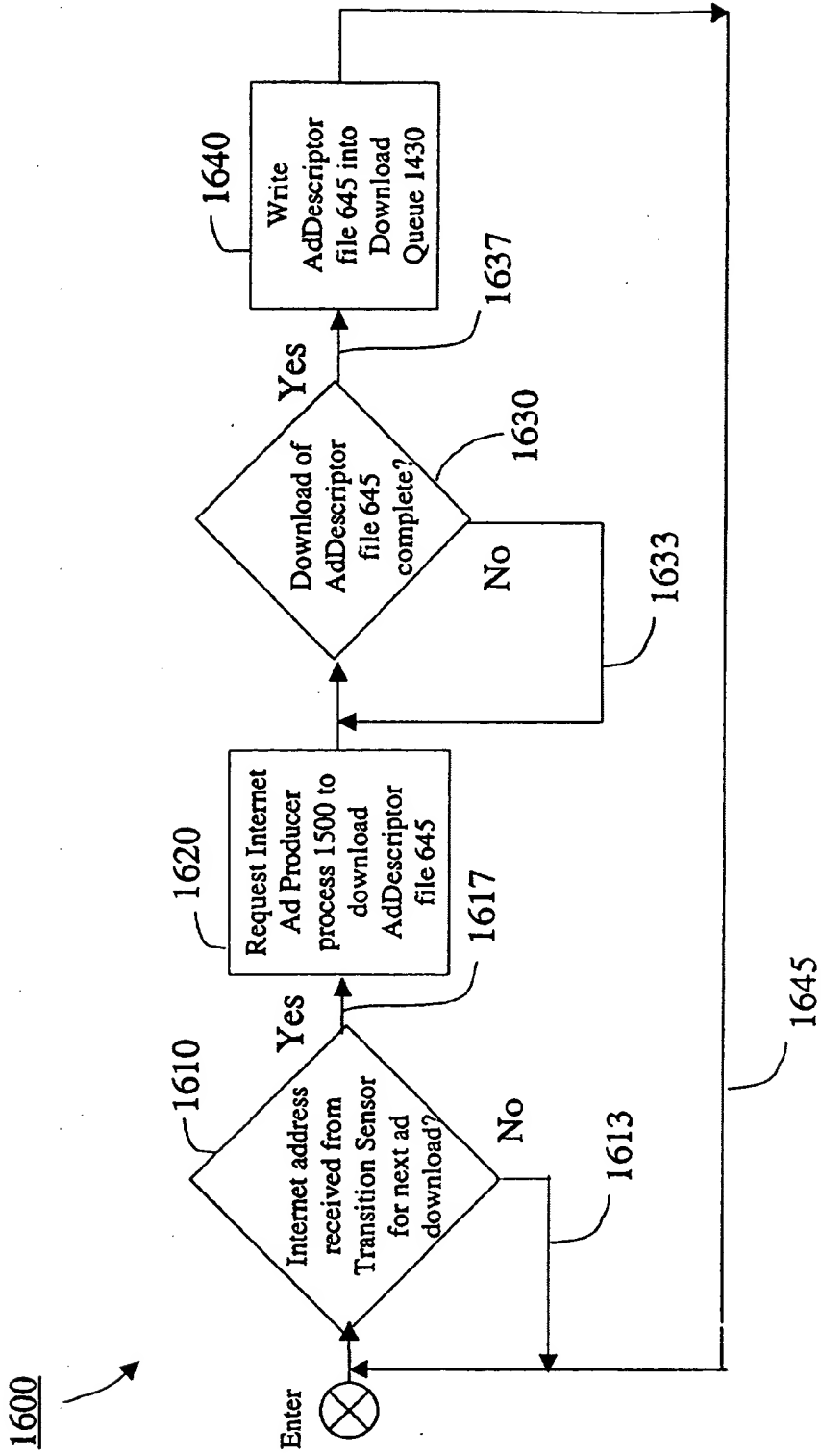


FIG. 15 - Ad Producer Process

FIG. 16 - Ad Location Process



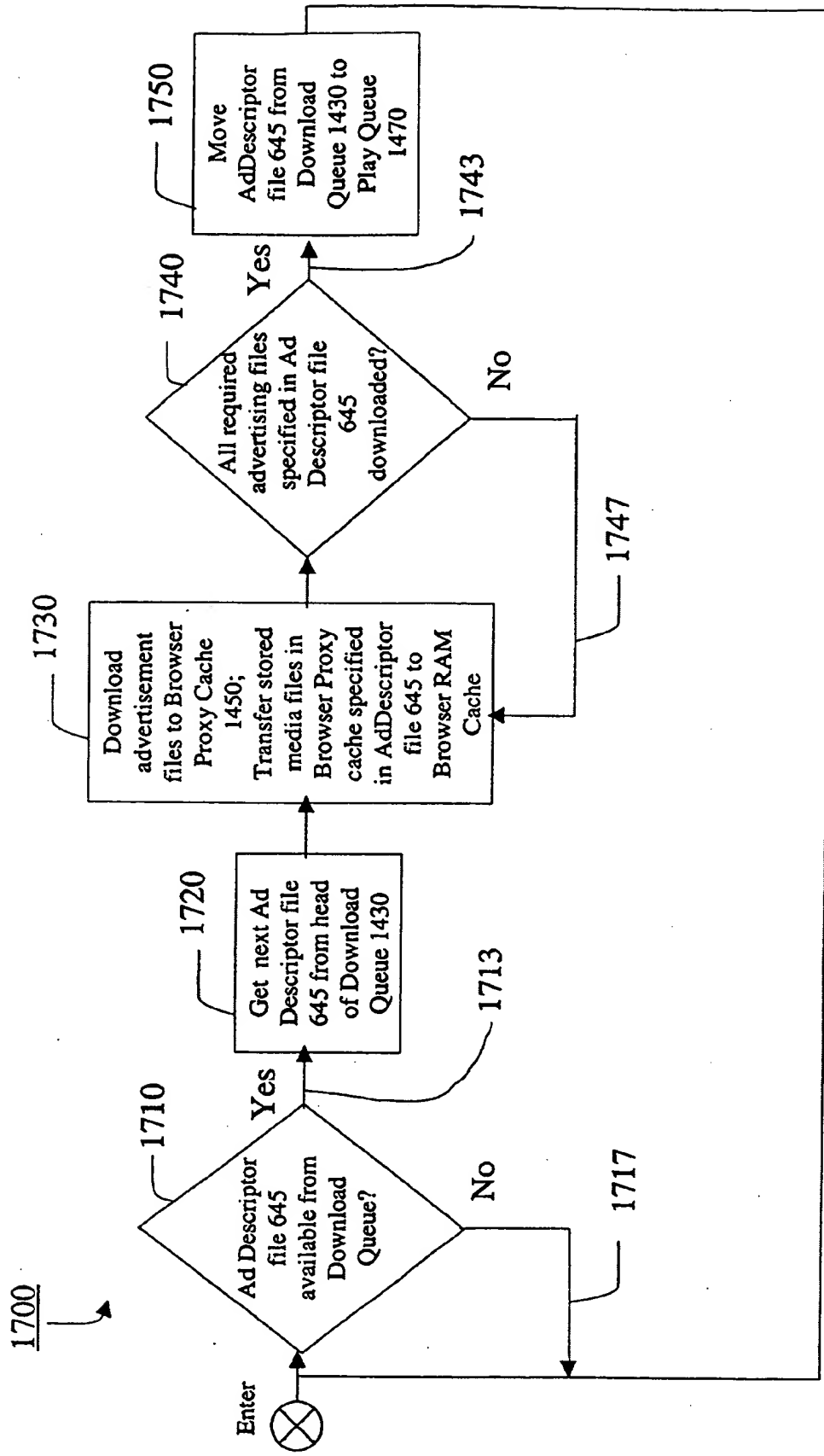


FIG. 17 - Ad Downloader Process

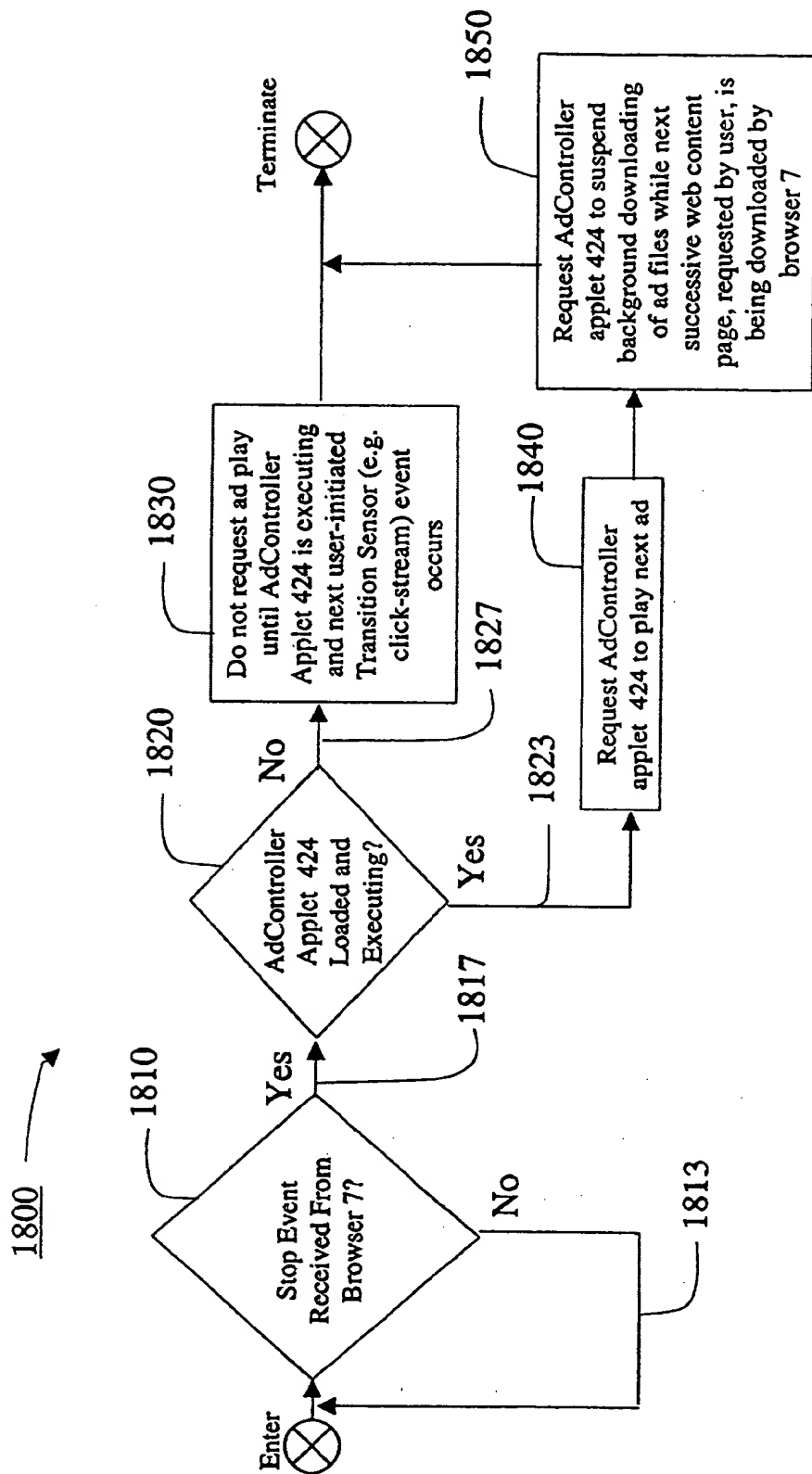


FIG. 18 - Transition Sensor Stop Method

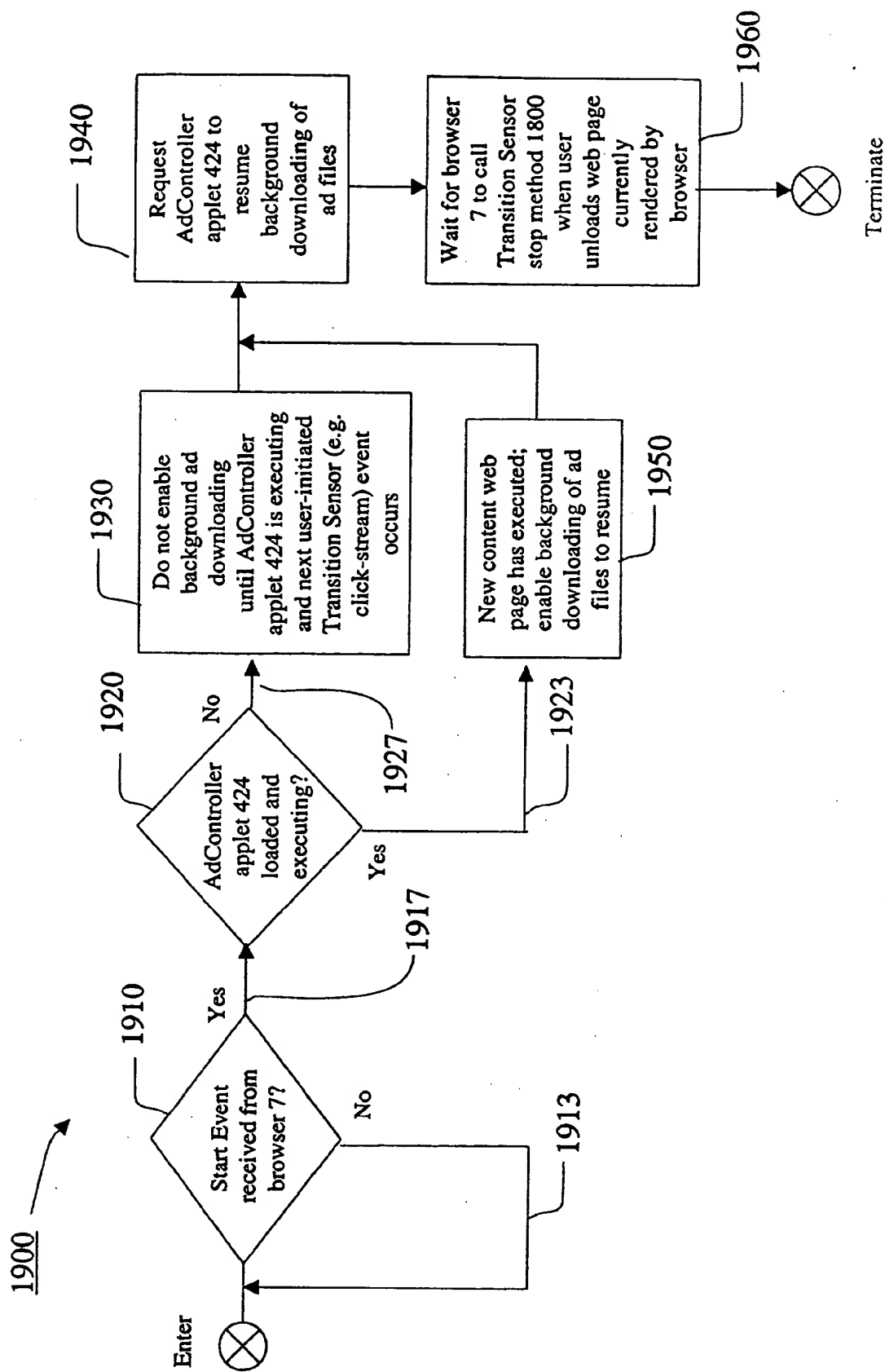


FIG. 19 - Transition Sensor Start Method

Section 1 - Applet Player Java Class Configuration

playerName=AppletViewerPopup

playerClass=com.unicast.adcontroller.players.AppletViewerPopup

Section 2 - Ad Java Classes Configuration

AppletViewerPopup.adAppletName=ANM_AnimationLoaderApplet

AppletViewerPopup.adAppletClass=

com.pointcast.applets.AnimationApplet.ANM_AnimationLoaderApplet

Section 3 - Player Execution Configuration

AppletViewerPopup.windowTitle=AdController PointCast Ad

AppletViewerPopup.playerRefreshRate=1000

AppletViewerPopup.allowExit=true

AppletViewerPopup.xPosition=50

AppletViewerPopup.yPosition=50

AppletViewerPopup.windowWidth=280

AppletViewerPopup.windowHeight=355

AppletViewerPopup.isResizable=false

AppletViewerPopup.secondsWindowIsOpen=180

AppletViewerPopup.secondsToOverlay=1

AppletViewerPopup.closeButtonLabel=Close

AppletViewerPopup.openButtonLabel=More Info

AppletViewerPopup.saveButtonLabel=Save

AppletViewerPopup.openURL=http://www.pointcast.com/

Section 4 - Ad Applet Configuration

A. Ad Applet DocumentBase

AppletViewerPopup.ANM_AnimationLoaderApplet.documentBase=

http://www2.unicast.com/~rlandsma/AdController/MacromediaApplet/

B. Ad Applet Parameters

AppletViewerPopup.ANM_AnimationLoaderApplet.AdToPlay=deepsea.anm

AppletViewerPopup.ANM_AnimationLoaderApplet.AltImage=test.gif

AppletViewerPopup.ANM_AnimationLoaderApplet.MaxCycles=5

AppletViewerPopup.ANM_AnimationLoaderApplet.TargetURL=http://www.pointcast.com/

AppletViewerPopup.ANM_AnimationLoaderApplet.TargetFrame=_top

AppletViewerPopup.ANM_AnimationLoaderApplet.BorderWidth=2

AppletViewerPopup.ANM_AnimationLoaderApplet.BorderType=Standard

C. Ad Applet MediaList

AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList=new

AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.size=2

AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.element0=deepsea.anm

AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.element1=animApplet.jar

FIG 20 - ILLUSTRATIVE AD DESCRIPTOR
FILE CONTENTS
FOR A POINTCAST JAVA AD